

CUSTOMER FEEDBACK METHOD AND SYSTEM

ABSTRACT

An improved customer feedback method and system are provided. A customer feedback survey process is conducted whereby a customer-sampling group is identified. A set of survey questions is constructed relative to the selected sampling group. Contact information for customers or consumers comprising the sampling group is obtained. Customers or consumers comprising the sampling group are contacted. Collected feedback information is stored in a feedback information database. Reports summarizing the collected feedback information may be forwarded to supervisory personnel or may be posted to an Internet-based website. An employee performance scorecard is prepared. Performance scores, feedback comments and coaching comments tailored for particular performance may be provided on the scorecard for each category of performance.